

MADISON PARK NEIGHBORHOOD ASSOCIATION

2012 BOARD RETREAT
HOSTED BY THE CITY OF CHARLOTTE
AT FOUNDATION FOR THE CAROLINAS



2012

MADISON PARK NEIGHBORHOOD ASSOCIATION

2012 BOARD RETREAT

Background

On Saturday, July 14, 2012, the board members of the Madison Park Neighborhood Association participated in a board retreat facilitated by the City of Charlotte, hosted at Foundation For The Carolinas. The following board members participated in the retreat:

- Don Means
- Bernice W. Ledford
- Dee McCandlish
- Martin Doss
- JoAnn Means



The City of Charlotte values citizen leadership and its ability to make an impact in the communities in which we all live, work, play and shop. With this in mind, the board retreat process was initiated to help neighborhood based organizations develop strategic plans to improve quality of life in their communities.

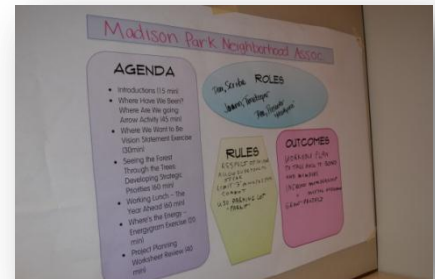
Purpose

The purpose of the board retreat was to:

- Generate meaningful conversations around improving quality of life in our community
- Set clear goals and priorities for the upcoming year(s)
- Develop a vision and strategic priorities for our community

Our board identified the following outcomes for the retreat:

- Develop a workable plan to take back to board and members
- Increase membership
- Increase meeting attendance
- Determine a grant project



By participating in the retreat, our board earned a \$1,500 Neighborhood Matching Grant credit to help execute one of the projects we identified.

Process

Our board retreat was conducted by an external facilitator, tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help us capture what was the best of the past, what is the best of the present, and how we can add to our strengths to build a better future. The focus was:

- Developing a vision to guide our decision making and activities
- Developing strategic priorities that aligned with our vision
- Developing project ideas

The agenda for the day was as follows:

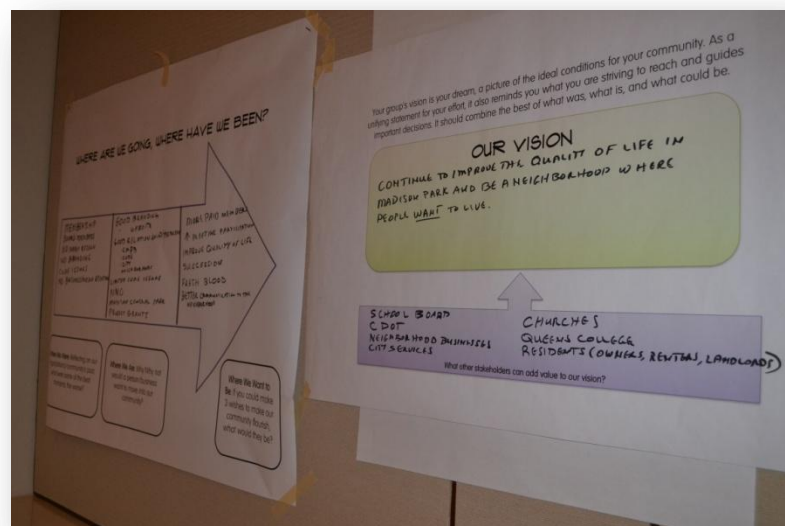
- Introductions
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Working Lunch – The Year Ahead
- Where's the Energy – Energy gram Exercise
- Project Planning Worksheet Review

Where Are We Going, Where Have We Been?

We began our day with paired interviews, using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

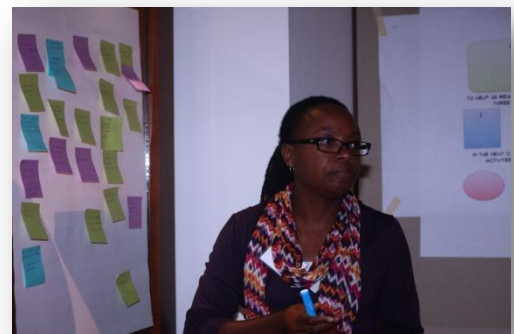
After interviewing our partners we shared our discussion with the group, finding commonalities in our conversations.



Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why/why not would a person/business want to move into our community?	Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?
<p>Best Moments</p> <ul style="list-style-type: none"> - National Night Out -Madison Park -Tyvola Road cleanup -Christmas Party -Knights Game / tailgate party -New street lights and stop signs <p>Negative</p> <ul style="list-style-type: none"> - No name recognition - No branding -Code Enforcement issues -No Business/ Media relations -Lack of some board participation -Lack of some participation at meetings -Low paid membership -Low paid membership Support 	<p>Why</p> <ul style="list-style-type: none"> - Close to retail -Close to South Park Mall -Good quality of life -Good branding - Good website -Real estate value increase -Established neighborhood -Low turnover / established -Retail along corridor -Establish neighborhood support - Good relationship with CMPD, City, Code Enforcement and Neighborhoods - Limited code issues - Madison Central Park -Project Grants -National Night Out (NNO) <p>Why Not</p> <ul style="list-style-type: none"> - Older neighborhood 	<ul style="list-style-type: none"> -More paid members -Increase meeting participation -Improve quality of life -Succession planning -“Fresh blood” -Better Communication to the neighborhood -More floral arrangements in the neighborhood

Based on this activity, our group identified **shared values** that would help us craft the vision for our community:

- Access to retail services
- Fair home values
- Community involvement
- Access to information
- Good relationship with city departments (Code, CMPD)



Our Vision

Our vision is the unifying statement for our community that will guide our decision making and reminds us of what we are trying to reach. It is based on our shared values and preferences for our community's future. It combines the best of what was, what is, and what could be.

OUR VISION:

CONTINUE TO IMPROVE THE QUALITY OF LIFE
IN MADISON PARK AND BE A
NEIGHBORHOOD WHERE PEOPLE WANT TO
LIVE.

Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision of our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus. We utilized the Affinity Mapping Process, detailed below:

- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
 - Current action items getting you closer to our vision.
 - Current realities keeping you from our vision.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the chart paper.
- Organize the ideas by natural categories. Which ideas go together? Feel free to move any post-it note to another place. Move yours, move those of others, and feel free to do this. Do not be offended if someone moves yours to place where you feel it does not belong, just move it where you believe it goes.
- Once everyone agrees on the groups, give each one a name.

This activity led us to the following categories:

Grants

- Grant proposals
- Project grants
- Provide neighborhood with stickers to help CMPD keep the neighborhood safe
- Get the application in for community grants
- Complete grant process for stickers. Get involved from neighborhood

- Find money and resources

Traffic Calming

- Neighborhood pedestrian friendly sidewalks
- Work with city services- CDOT and Code Enforcement
- Traffic control at busy intersections
- Support from CDOT

Greenway

Madison Central Park

National Night Out

Website

School Board

- Assignments
- Participation

Membership

- Lack of membership participation
- Lack of participation from members
- Encourage members to get more involved
- Monthly meetings

The board then identified the three priorities that were most important for us to begin working on to achieve our vision:



Potential Projects

The board then began to brainstorm on possible projects or activities that aligned with their strategic priorities:

Membership

- | | | |
|----------------------|----------------------------|--------------------|
| • Mass Mailings | • Website | • Monthly meetings |
| • Application letter | • Increase email addresses | • Email addresses |
| • Letter to grant | | |

Grants

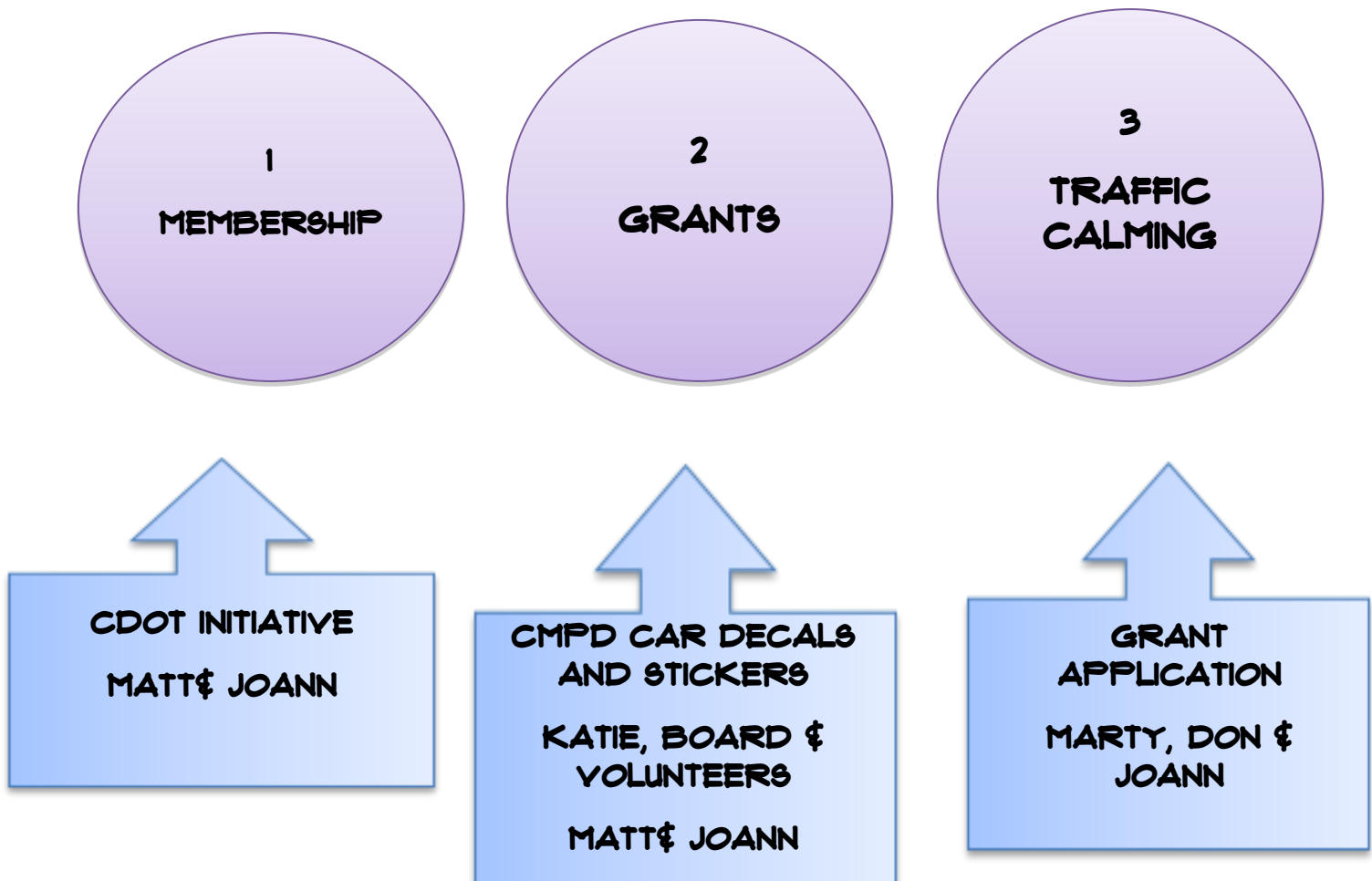
- | | | |
|----------------------|-----------------------------------|---|
| • CMPD Letter | • Attend retreat to receive money | • Website Branding-email address meetings |
| • Application Letter | • Stickers | |

Traffic Calming

- Petitions
- Letter to CDOT
- Email Resources
- Minutes of HOA meetings

Action Items for 2012-2014

After identifying potential projects, the board voted on one project to pursue for each strategic priority in 2012-2014:







MADISON PARK

OUR VISION IS:
 CONTINUE TO IMPROVE THE QUALITY
 OF LIFE IN MADISON PARK AND
 BE A NEIGHBORHOOD PEOPLE WANT
 TO LIVE

TO HELP US REACH OUR VISION, WE WILL FOCUS ON
THREE STRATEGIC PRIORITIES:

1

MEMBERSHIP

2

GRANTS

3

TRAFFIC CALMING

IN THE NEXT 12 MONTHS, WE WILL WORK ON THESE
ACTIVITIES GUIDED BY OUR PRIORITIES:

CDOT
INITIATIVE

CMPD
CAR DECALS
STICKERS

GRANT
APPLICATION